

# Dean's Memo

Faculty of Commerce & Administration

December 19, 1972

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## THE CONSULTATIVE COMMITTEE OF THE FACULTY OF COMMERCE AND ADMINISTRATION

### PREAMBLE

I believe that the November meeting of Faculty Council will appear in the biography of the Faculty as a meeting of historical significance. At that meeting, the Faculty Council passed a motion authorizing the foundation of a Consultative Committee. This Consultative Committee will consist of a widely representative group of senior business executives as well as members of the full-time teaching staff. Representatives of the appropriate student associations will also be members. The function of the Consultative Committee will be similar to that of Advisory Councils of other Faculties of: Business, Administration, or Management (all leading American and Canadian schools have such a committee or council), but ours will be named Consultative Committee to show explicitly the intended "two way" relationship.

At the same meeting it was further resolved that the Consultative Committee be a standing committee of Faculty Council (reporting to Faculty Council and to its Chairman, the Dean of the Faculty) and that the committee consist of thirty-five members and be structured the following way:

### THE STRUCTURE OF THE CONSULTATIVE COMMITTEE

- A. Chairman (an "External" and an "Internal" Vice-Chairman will be elected later from among the members and by the members of the Consultative Committee)
- B. Twenty "External" members (i.e. Business Executives)
- C. Fourteen "Internal" members (i.e. The Dean, ten faculty members and three representatives of the appropriate student associations).

The Faculty Council appointed Mr. William T. G. Hackett as Chairman of the Consultative Committee.

The Faculty Council also approved a list of seventeen business executives as members of this committee. These executives have since acknowledged and accepted their appointment; three more executives will be appointed at a later date to complete the roster of twenty "External" members.



As to the faculty and student component of this committee, Faculty Council appointed eleven ex-officio members:

Dean, Faculty of Commerce and Administration  
 Chairman, Department of Accountancy  
 Chairman, Department of Finance  
 Chairman, Department of Management  
 Chairman, Department of Marketing  
 Chairman, Department of Quantitative Methods  
 Chairman, Graduate Studies Committee  
 Chairman, Undergraduate Curriculum Committee  
 President, Commerce Students Association  
 President, M.B.A. Students Association  
 Commerce Representative, Evening Students Association

and authorized the Dean to appoint three additional faculty members of the faculty at large. Consequently, three professors were appointed, (one from each professorial rank), and they are:

Prof. G. Brink (Prof. of Management)  
 Prof. M. Kawaja (Assoc. Prof. of Finance)  
 Prof. R.O. Wills (Asst. Prof. of Q.M.)

The complete list of appointees showing both the "Internal" and "External" components of the Consultative Committee (Business, Faculty, Students) is attached as an appendix.

#### THE OBJECTIVE OF THE CONSULTATIVE COMMITTEE

The purpose of this new committee is to establish a continuing relationship and dialogue between our Faculty and a broadly representative group of senior business executives.

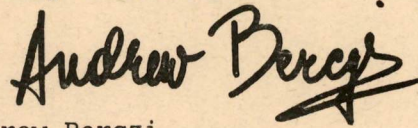
It is expected that the committee will provide a useful and friendly point of contact for assessment of the relevance of our programmes to the needs of the business community, while at the same time it will make the objectives, the role and the accomplishments of the Faculty better known and appreciated in business circles. This should result in further improvement in the practical relevance of our already prestigious programme and it should earn our students further credit and appreciation for the knowledge and skills they possess, appreciation by those who count most in their future career: their future employers.

It is also expected that after careful study and evaluation of our operation and circumstances, the committee will see fit to assume the leading role in seeking out and co-ordinating the broadest possible outside support for our objectives and activities.



POSTSCRIPT

I am sure I speak on behalf of all of you when I state that we, at the Faculty of Commerce and Administration of Sir George Williams University, sincerely appreciate the time and effort these senior business executives pledged to invest in this project, for we are fully aware of the ever increasing need for allies and sponsors in the business community in today's highly competitive era of post-secondary education.

A handwritten signature in black ink, reading "Andrew Berczi". The signature is written in a cursive style with a large, stylized "B" and a long, sweeping underline.

Andrew Berczi  
Dean  
Faculty of Commerce  
and Administration  
Sir George Williams University



WHO'S DOING WHAT?

It is with regret that we announce the resignation of Barbara Boulerice, secretary, Finance Department. We wish her every success in the future.

Dr. Bruce Mallen, Chairman, Graduate Studies

Completed 50 page printed monograph Decision Making and Attitudes of Canadian Freight Cargo Transportation Buyers.

Business Quarterly article published in Winter 71-72 issue, pp. 52-59, "Just How Different are U.S. and Canadian Retailing and their Markets".

With R. Rotenberg invited and has completed an article, "Customer Satisfaction and Retail Store Closing Hours", published in Mercurio (Economist Digest - Italy).

Delivered address to the Association of Canadian Advertisers Annual Conference in Toronto, May 2, 1972, "Just How Big a Role Does Marketing and Distribution Play in the Canadian Economy". (Incidentally, this was Dr. Mallen's most important address of the year. The audience ranged close to 1,000 advertising and marketing practitioners, and it received very wide publicity in the general media, as well as front page headlines in the trade medium).

Appointed as "Founding Editor" to the Editorial Board of the Canadian Marketer, (now being published in Toronto).

Assistant Prof. R. W. Sweitzer, Marketing Department, has submitted an article entitled, "The Self-Actualizing Salesman" to The Southern Journal of Business. (This is a study of the effects of intrinsic motivation on sales force performance).

Under the capable leadership of Dr. Henry Tutsch, the MONTREAL BUSINESS AIDE (formerly known as "Small Business Project") is now formally incorporated as a non-profit corporation with a charter from the Provincial Government. Dr. Tutsch is the "Managing Director", Stephen Dufresne (final year undergraduate) is the Administrator working temporarily (till Spring) in office Y-204-2.

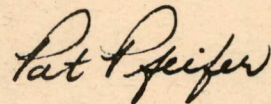


At this date there are 15 volunteer student consultants on file and 22 requests for assistance. Prospects for financial support and additional directors from the business community are good and, it is hoped that some students may earn term-paper credits in appropriate courses if the type of their consulting assignment warrants such recognition.

Dr. E. N. West, Q.M., has been appointed Chairman of the Management Sciences Division of the Canadian Association of Administrative Sciences, to succeed Dean J. Debanne of University of Ottawa, who resigned recently because of other pressing duties.

Dr. West has been invited to present a two-day business seminar in Edmonton on Statistical Forecasting Techniques. This seminar is sponsored by the Extension Department at the University of Alberta and draws persons from Government and Industry in Alberta.

I WOULD LIKE, ON BEHALF OF DEAN BERCZI AND MYSELF, TO EXTEND SEASON'S GREETINGS AND BEST WISHES TO ALL OF YOU, FOR A FULFILLING NEW YEAR.



Pat Pfeifer  
Editor



SIR GEORGE WILLIAMS UNIVERSITY  
MEMBERSHIP OF THE CONSULTATIVE COMMITTEE OF THE  
FACULTY OF COMMERCE AND ADMINISTRATION

Chairman: William T.G. Hackett  
Special Lecturer  
Department of Finance

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Vice-President and  
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Vice-President, Marketing  
Petrofina Canada Limited  
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F.E. Case  
Chairman and Chief Executive Officer  
Montreal Trust Company  
1 Place Ville Marie  
Montreal

861-1681

Michel Cloutier  
Vice-President Administrative Services  
Bombardier Limited  
Valcourt, Quebec

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861-3831

Orland Tropea  
Vice-President Regulatory Matters  
Bell Canada  
1050 Beaver Hall Hill  
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Three additional members to be appointed



FACULTY

Andrew Berczi  
Dean of the Faculty of  
Commerce and Administration  
and Acting Chairman, Dept.  
of Quantitative Methods

879-4385

Gunther Brink  
Professor  
Department of Management

879-4248

James G. Finnie  
Chairman  
Department of Accountancy

879-2897

Michael Kawaja  
Associate Professor  
Department of Finance

879-4299

Vishnu H. Kirpalani  
Chairman  
Department of Marketing

879-4396

George S. Lane  
Chairman  
Undergraduate Curriculum Committee

879-4272

Bruce Mallen  
Chairman  
Graduate Studies

879-2898



Calvin C. Potter  
Chairman  
Department of Finance

879-2895

Henry S. Tutsch  
Chairman  
Department of Management

879-4328

Roland O. Wills  
Assistant Professor  
Department of Quantitative Methods

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STUDENTS

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